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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-----------------|-------------|----------------------|---------------------|------------------|
| 10/025,856 | 12/26/2001 | Hung-Chun Yang | BHT-3137-11 | 7577 |

7590 10/04/2006
BRUCE H. TROXELL
5205 LEESBURG PIKE, SUITE 1404
FALLS CHURCH, VA 22041

EXAMINER

LASTRA, DANIEL

| ART UNIT | PAPER NUMBER |
|----------|--------------|
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3622

DATE MAILED: 10/04/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

| | | | |
|------------------------------|--------------------------------------|--|--|
| Office Action Summary | Application No. 10/025,856 | Applicant(s) YANG, HUNG-CHUN | |
| | Examiner DANIEL LASTRA | Art Unit 3622 | |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 26 December 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-12 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-12 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. Claims 1-12 have been examined. Application 10/025,856 (ADVERTISEMENT METHOD USED IN AUTOMATED SERVICE SYSTEM) has a filing date 12/26/2001.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-12 are rejected under 35 U.S.C. 102(e) as being anticipated by Drummond (US 2005/0216888).

Claim 1, Drummond teaches:

An advertisement campaign method for an automated service system comprising the following acts:

(A) entering the preset transaction process; wherein when a user is using the automated service system for transaction, the automated service system provides preset processes (see paragraph 114-116, 121);

(B) data input; wherein data is input according to the preset processes (see paragraphs 114-116, 121);

(C) data processing and transmission (see paragraphs 114-116, 121);

wherein the automated service system processes the chosen preset process or sends it to a information center for further processing;

(D) information transmission, wherein the automated service system links an advertisement databank at step (C) so that the system is able to display the advertisement through a screen to the user and an information received in a communication box is retrieved and sent to the user (see paragraphs 114-116, 121);

(E) accomplishing data processing for post work, wherein after the data is processed, the advertisement display is selectively stopped and then the system returns the screen back to the transaction picture for post work such as retrieval of card or another transaction or any other predetermined processes (see paragraph 137).

Claim 2, Drummond teaches:

The method as claimed in claim 1, wherein the automatic service system is an automatic teller machine (see paragraph 11).

Claim 3, Drummond teaches:

The method as claimed in claim 1, wherein the system returns the screen back to the transaction picture after advertisement display is finished (see paragraphs 114-116, 121).

Claim 4, Drummond teaches:

The method as claimed in claim 1, wherein a conformation step is processed to see if there is an information in the communication box before step (C) (see paragraphs 114-116, 121).

Claim 5, Drummond teaches:

The method as claimed in claim 4, wherein a confirmation step is processed to see if there is an information in the communication box before step (D) (see paragraphs 114-116, 121).

Claim 6, Drummond teaches:

The method as claimed in claim 1, wherein a confirmation step is processed to see if there is an information in the communication box before step (D) (see paragraphs 114-116, 121).

Claim 7, Drummond teaches:

An advertisement campaign method for an automated service system comprising the following acts:

Categorization (see paragraphs 114, 121);

wherein the clients are categorized into different categories according to preset conditions (see paragraphs 114, 121),

setting a communication box which contains pictures, audio information etc., for retrieval or access entering the preset transaction process (see paragraphs 114-121); wherein when a user is using the automated service system for transaction, the automated service system provides preset processes (see paragraphs 114-121); data input; wherein data is input according to the preset processes (see paragraphs 114-121);

data processing and transmission, wherein the automated service system processes the chosen preset process or sends it to a information center for further processing (see paragraphs 114-121);

information transmission, wherein the automated service system links an advertisement databank at the data processing and transmission step so that the system is able to display the advertisement through a screen to the user and an information received in the communication box is retrieved and sent to the user (see paragraphs 114-121);

accomplishing data processing for post work (see paragraph 137); wherein after the data is processed, the advertisement display is selectively stopped and then the system returns the screen back to the transaction picture for post work such as retrieval of card or another transaction or any other predetermined processes (see paragraph 137).

Claim 8, Drummond teaches:

The method as claimed in claim 7, wherein the automatic service system is an automatic teller machine (see paragraph 11).

Claim 9, Drummond teaches:

The method as claimed in claim 7, wherein the system returns the screen back to the transaction picture after advertisement display is finished (see paragraph 137).

Claim 10, Drummond teaches:

The method as claimed in claim 7, wherein a conformation step is processed to see if there is an information in the communication box before the data processing and transmission step (see paragraphs 114-121).

Claim 11, Drummond teaches:

The method as claimed in claim 7, wherein a confirmation step is processed to see if there is an information in the communication box before the information transmission step (see paragraphs 114-121).

Claim 12, Drummond teaches:

The method as claimed in claim 10, wherein a confirmation step is processed to see if there is an information in the communication box before information transmission step (see paragraphs 114-121).

Conclusion

3. Any inquiry concerning this communication or earlier communications from the examiner should be directed to DANIEL LASTRA whose telephone number is 571-272-6720 and fax 571-273-6720. The examiner can normally be reached on 9:30-6:00.


If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, ERIC W. STAMBER can be reached on 571-272-6724. The official Fax number is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Daniel Lastra

September 23, 2006



RETTA YEHDEGA
PRIMARY EXAMINER